



## Next Generation Tourism Planning Guideline

- The Next Generation Tourism Planning Guideline provides a framework for planners to consider tourism projects from small-scale farm stays to international resort complexes and everything in-between.
- Local governments have a vital role in recognising tourism as a legitimate land use within the planning system, and the State Planning Policy now includes supplementary guidance material to assist with appropriately reflecting tourism in planning schemes.
- Since 2013, the Queensland Government has released a number of reforms to planning legislation, including the introduction of the *Planning Act 2016* and the updated State Planning Policy (SPP) which both commenced on 3 July 2017.

With the new *Planning Act 2016* requiring a large number of local government planning schemes to be amended, it is an ideal opportunity for Councils to consider their approach to tourism through their planning scheme.

Research suggests five common and critical success factors that can help achieve sustainable tourism development. It is important for planners to understand these factors, as all have relevance to planning and planning processes. These success factors are:

- knowing the needs of the tourist
- creating experience
- developing in context
- enhancing setting
- good process.

The guide aims to:

- assist planners when writing plans or considering tourism proposals to satisfy the Queensland Government's planning policy for tourism
- increase awareness and understanding of tourism, sustainable tourism development and tourism planning
- explain tourism planning practice in Queensland and how it can be used to assist local government planning
- provides references to other resources and publications to help inform decisions.



Local government planning schemes are probably the most important level of statutory planning in Queensland. The guide also outlines, and provides checklists, for the guiding principles for drafting a planning scheme including:

- strategic framework
- zoning
- categories of development and assessment
- assessment benchmarks
- local government infrastructure planning
- incentives.

In addition to an extensive series of new case studies, the updated guide now includes specific reference and links to the Inclusive Tourism Guide, the Ecotourism Toolkit and the Queensland Camping Options Toolkit which identifies opportunities for camping and caravanning to coincide with the release of the Planners' Guide to Managing Caravanning, Camping and RVs.

The Next Generation Tourism Planning Guideline is available to download now from [www.dtesb.qld.gov.au/tourism/tourism-planning](http://www.dtesb.qld.gov.au/tourism/tourism-planning).



### Case Study: Cairns Aquarium

Cairns Aquarium is a multi-million-dollar tourism project within the heart of Cairns. It is a world class facility providing a rare opportunity to see Great Barrier Reef and Daintree Rainforest environments and animals up close.

The Aquarium is designed to enable visitation to people of all ages and mobility types. The attraction is also designed to provide a cost effective and affordable way of interacting with aquatic creatures and learning about Australia's unique biodiversity.

Designed by world renowned and multi award winning public aquarium designers and a significant team of engineers, planners, and other specialist consulting firms. Located within the Tourist and Residential Planning Area of the former Cairns Plan 2009. The development was made possible through the thoughtful zoning of the subject site within a desirable location of Cairns. The project developers specifically chose the site due to its existing zoning and its location as a drive by entrance in to the Cairns CBD.

### More information



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